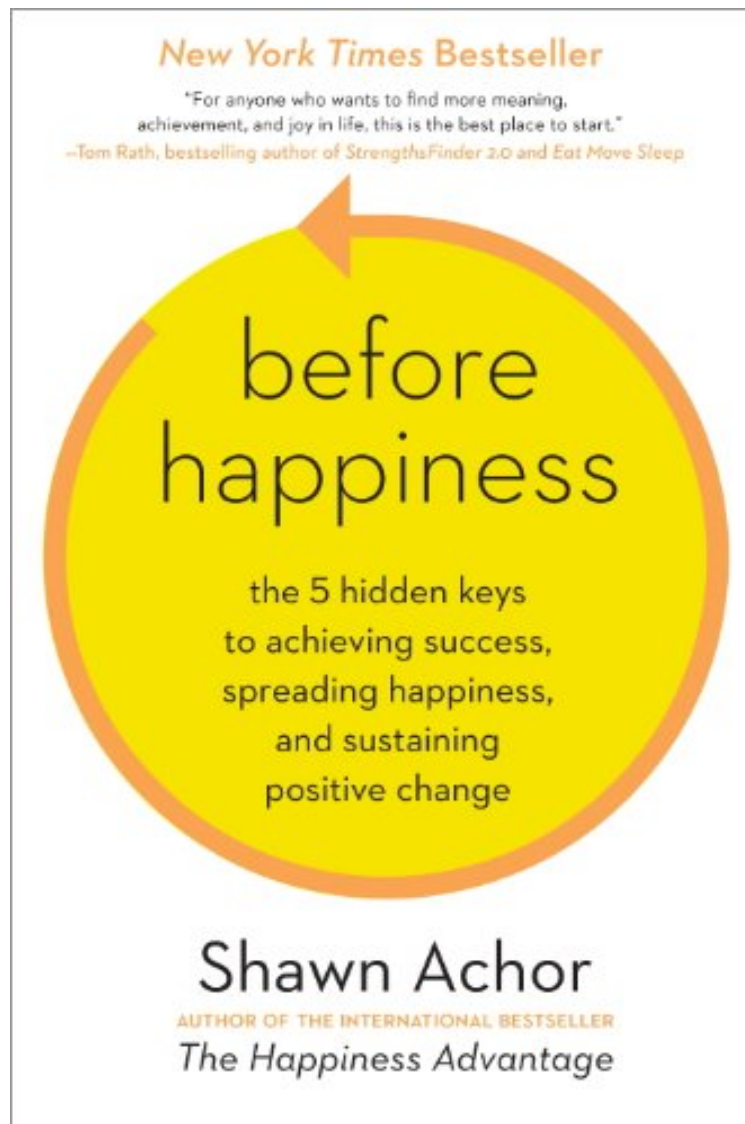


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Before Happiness: The 5 Hidden Keys to Achieving Success, Spreading Happiness, and Sustaining Positive Change

Shawn Achor

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Shawn Achor : Before Happiness: The 5 Hidden Keys to Achieving Success, Spreading Happiness, and Sustaining Positive Change before purchasing it in order to gage whether or not it would be worth my time, and all praised Before Happiness: The 5 Hidden Keys to Achieving Success, Spreading Happiness, and Sustaining Positive Change:

176 of 180 people found the following review helpful. You don't have to read it first!By O.S.I'll start with the

disclaimer that I've read Shawn Achor's *The Happiness Advantage* several times before coming to this book, and my rating is largely based on the differences between the books. *The Happiness Advantage* provides a slew of research and tools which are easy to implement and highly effective. You can adopt any of these at any point in your life and start seeing immediate results. I consider it one of the best books on understanding happiness and finding more of it in your life. *Before Happiness* takes a different approach. It lays out and recommends a more structured plan to follow that looks a lot like other success formulas - understanding your values, setting goals, and then using various techniques to reach them. This is a much broader and bigger picture approach designed to shape your life around the things that really matter. While this approach has value it's much harder to implement for many people (including myself). The books approach the subject very differently, and some people are more likely to get more out of the first book. So don't be fooled by the title - read the earlier book and decide for yourself!

0 of 0 people found the following review helpful. Five Stars
By luigi gandolfogreat quality, great price
0 of 0 people found the following review helpful. Four Stars
By Customeras described

Why are some people able to make positive change while others remain the same? In his international bestseller, *The Happiness Advantage*, Harvard trained researcher Shawn Achor described why happiness is the precursor to greater success. This book is about what comes before both. Because before we can be happy or successful, we need to first develop the ability to see that positive change is possible. Only once we learn to see the world through a more positive lens can we summon all our motivation, emotion, and intelligence to achieve our personal and professional goals. In *Before Happiness*, Achor reveals five actionable, proven strategies for changing our lens to positive:

- **The Most Valuable Reality:** See a broader range of ideas and solutions by changing the details on which your brain chooses to focus
- **Success Mapping:** Set goals oriented around the things in life that matter to you most, whether career advancement or family or making a difference in the world
- **The X-spot:** Use success accelerants to propel you more quickly towards those goals, whether finishing a marathon, reaching a sales target, learning a language, or losing 10 pounds
- **Noise-Canceling:** Boost the signal pointing you to opportunities and possibilities that others miss
- **Positive Inception:** Transfer these skills to your team, your employees, and everyone around you

By mastering these strategies, you'll create an renewable source of positivity, motivation, and engagement that will allow you to reach your fullest potential in everything you do.

From Booklist *Starred * There have been many books published on happiness, an elusive goal for many of us. And there will be many more added to shelves after Achor's second book (the first being *The Happiness Advantage*, 2010). Yet, truly, there was no primer on how to factually, practically achieve positive genius until this former Harvard researcher zeroed in. The concept is fairly simple: change is possible only when we link our lives to others. That positivity, in turn, results from applying five factors to change your reality: (1) choose the most valuable reality, (2) map your meaning markets, (3) find the x-spot, (4) cancel the noise, and (5) create positive inception. In layperson speak, consider these points: do something prosocial; i.e., for others; and shift your attitude. Use a treasure map, a way to chart your success path. Keep your eyes on the beach, not the rocks. Exercise to eliminate noise and distractions from your life. And use humor everywhere. Every one of his suggestions is accompanied by personal anecdotes, others' stories, psychological research, and just plain facts and figures. It's an extraordinarily compelling argument to actively work on changing mindsets.

--Barbara Jacobs para;"In this remarkable book, one of the leading thinkers in the field of positive psychology digs deep into the science to find practical techniques for unleashing your genius for happiness. So forget about cheap gimmicks and goey affirmations. Instead, listen to Shawn Achor -- and prepare to take notes!"-Daniel H. Pink, author of *Drive*, *To Sell is Human*, and *A Whole New Mind*

"Shawn Achor, one of our greatest positive psychologists for the workplace, has done it again. With his characteristic blend of academic rigor and twinkle in the eye, Achor will change your view of happiness, of reality -- and of yourself."

-Susan Cain, New York Times bestselling author of *QUIET: The Power of Introverts in a World That Can't Stop Talking*

"*Before Happiness* is the book that positive psychology fans have been waiting to read. Shawn Achor, the leading light in bringing the science of happiness to work, offers his signature blend of eye-opening research insights, entertaining stories, and infectious enthusiasm. This fresh, uplifting book is filled with ideas for improving our organizations and our lives."

-Adam Grant, Wharton professor and bestselling author of *Give and Take*

"Shawn Achor is a positive genius who is capable of taking complex academic research and making it come to life in companies and schools across the globe."

-Tony Hsieh, bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

"*Before Happiness*, Shawn Achor provides simple, scientifically sound strategies built around three key factors most of us undervalue: where we choose to put our attention, how much social support we build into our lives, and whether we view stress as a challenge rather than a threat."

-Tony Schwartz, bestselling author of *The Power of Full Engagement* and *Be Excellent at Anything*

"Read this book before you buy any other self-improvement title. For anyone who wants to find more meaning, achievement, and joy in life, this is the single best place to start."

-Tom Rath, bestselling author of *StrengthsFinder 2.0* and *Eat Move Sleep*

"Achor infuses *Before Happiness* with empirical evidence, anecdotes and studies showing that even a simple

adjustment in thinking impacts our outlook and how we're perceived...The book offers insights and ideas for adjusting your angle of vision so you open the door to happiness and success." -Success Magazine "A must read" - The Washington Times

About the Author Shawn Achor, a member of Oprah's SuperSoul 100, is the winner of over a dozen distinguished teaching awards at Harvard University, where he delivered lectures on positive psychology in the most popular class at Harvard. Shawn has become one of the world's leading expert on the connection between happiness and success. His research on happiness made the cover of Harvard Business Review, his TED talk is one of the most popular all time with over 7 million views, and his lecture airing on PBS has been seen by millions. Shawn teaches for the Advanced Management Program at Wharton Business School, and collaborates on research with Yale and Columbia University. In 2007, Shawn founded Good Think to share his research with the world. Subsequently, Shawn has lectured or researched in 51 countries, speaking to CEOs in China, school children in South Africa, doctors in Dubai, and farmers in Zimbabwe. He has spoken to the Royal Family in Abu Dhabi, doctors at St. Jude Children's Hospital, and worked with the U.S. Department of Health to promote happiness. In 2012, Shawn helped lead the Everyday Matters campaign with the National MS Society and Genzyme to show how happiness remains a choice for those struggling with a chronic illness. Shawn graduated magna cum laude from Harvard and earned a Masters degree from Harvard Divinity School in Christian and Buddhist ethics. For seven years, Shawn also served as an Officer of Harvard, living in Harvard Yard and counseling students through the stresses of their first year. Though he now travels extensively for his work, Shawn continues to conduct original psychology research on happiness and organizational achievement in collaboration with Yale University and the Institute for Applied Positive Research.